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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

RESPONSE TO OFFICE ACTION DATED:

December 16, 2004

Atty. Docket No.  
TARA1180

Applicant(s)

Jonathan C. Salas et al.

Application Number

09/877,761

Date Filed

June 8, 2001

For

SYSTEM AND METHOD FOR DYNAMIC CONTENT  
ACTIVATION

Group Art Unit

2153

Examiner

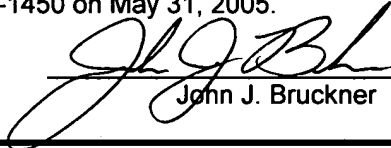
Lim, Krisna

Confirmation Number:

3928

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John J. Bruckner

ED 507064358 US

Commissioner for Patents  
PO Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

This is in response to the Office Action dated December 16, 2004. In response to the Office Action, Applicants respectfully request that the Examiner reconsider this application in view of the following amendments and the remarks set forth below. Please amend the Application as follows:

IN THE TITLE

Please replace the present title with the following:

SYSTEM AND METHOD FOR DYNAMIC CONTENT ACTIVATION BY LOCATING,  
COORDINATING AND PRESENTING CONTENT PUBLISHING RESOURCES SUCH THAT  
CONTENT PUBLISHER CAN CREATE OR CHANGE CONTENT